

---

**REQUEST FOR PROPOSALS**  
**# 0634-238**  
**PROBLEM GAMBLING EDUCATION CAMPAIGN**

***Project Title:***      **Statewide Problem Gambling Education Campaign**

***Estimated Contract Period:***    December 18, 2007 through June 30, 2009.  
Amendments extending the period of performance, if any, shall be at the sole discretion of DSHS.

***Proposal Due Date:***            All Proposals whether mailed or hand delivered must arrive by 4:00 p.m. Pacific Daylight Time on October 24, 2006. **Faxed bids WILL NOT be accepted. E-mailed bids WILL NOT be accepted**

***Submit Proposal To:***            **Proposal Delivered by Mail:**  
Sandra Elliot, RFP Coordinator  
Department of Social and Health Services  
Administrative Services Division / Central Contract Services  
PO BOX 45811  
Olympia, WA 98504-5811

**Proposal delivered by Express / Hand Delivery, Or Courier:**  
  
Sandra Elliot, RFP Coordinator  
Department of Social and Health Services  
Administrative Services Division / Central Contract Services  
4500 10<sup>th</sup> Avenue SE  
Lacey, WA 98503

# RFP Table of Contents

Section I. Introduction ..... 1

Section II. General Information .....6

Section III. Proposal Contents ..... 14

Section IV. Evaluation .....24

Exhibit A- Definitions .....26

Exhibit B- Bidder Information, Certifications and  
Assurances Form .....29

Exhibit C- Sample Contract .....34

Exhibit D- .....37

# SECTION I. INTRODUCTION

## A. PURPOSE OF REQUEST FOR PROPOSAL

The Washington State Department of Social and Health Services (DSHS), Health and Recovery Services Administration, Division of Alcohol and Substance Abuse (DASA), is inviting proposals from qualified contractors to provide services for a comprehensive, statewide advertising campaign to prevent and reduce problem gambling in Washington State.

***Contingent upon available funding***, DSHS and its partner organizations will conduct public awareness and education activities from 2006-2009 and possibly to 2011, to discourage gambling among teens, raise awareness of the signs and consequences of problem gambling, and promote prevention and treatment resources.

Target audiences will include:

- **Adults 18-55** – Raise awareness of the signs and consequences of problem gambling and how to get help.
- **Teens (12-17)** – Raise awareness of the signs and consequences of problem gambling, and encourage problem gamblers to get help.
- **Parents of teens (12-17)** – Raise awareness of the signs, risk factors and consequences of problem gambling, and how to get help. Encourage parents to talk with their kids.
- **Seniors 55+** - Raise awareness of the signs of problem gambling, consequences, and how to get help.

DSHS will use this RFP to identify an agency with a full-service office in Washington State who can put forward strong and innovative ideas while demonstrating the best plan to manage creative development, production, and media placement.

## B. BACKGROUND

There has been a dramatic increase in gambling venues in Washington State and the nation. Gambling is available through state lotteries, casinos, television programming, sporting events, and the Internet, making it accessible to nearly everyone.

While most people can set limits on gambling, for many it can become an overwhelming addiction that causes significant financial and social problems for problem gamblers and their families. In recent years, gambling has become recognized as a national problem, with growing concern about gambling among youth and college students.

Among Washington residents, studies show that:

- 54 percent of adults gambled during 2002
- 270,000 adults have had gambling problems
- 44,000 teens are already problem gamblers, or at at-risk of becoming problem gamblers
- Nearly one out of five problem gamblers in Washington are teens

In 2005, the Washington State Legislature designated state funding to reduce problem gambling from taxes on gaming revenues. Several Washington Tribes have voluntarily contributed funds. Program implementation is guided by an advisory committee representing the gaming industry, problem gambling prevention and treatment agencies, recovering gamblers, advocacy agencies, tribal representatives, law enforcement, and the justice system.

DSHS has contracts with agencies and individuals in many areas of the state to provide treatment for problem gamblers and family members. DSHS is providing training to existing mental health and chemical dependency counselors to increase the capacity of problem gambling treatment. Publicly-funded treatment is available to anyone with a gambling problem, and their families, based on financial need.

Problem gambling prevention and treatment is one of DASA's top priorities. As part of a statewide program, the objectives of advertising campaigns are to reduce the social and economic burdens of problem gambling.

**Program Goals:** The comprehensive statewide advertising campaign should focus on problem gambling prevention and treatment among a variety of sub-groups of the general public, focusing on the following goals:

- Increase awareness of the risk factors, signs and consequences of problem gambling and how to get help.
- Encourage family members and friends to intervene with problem gamblers who need treatment.
- Increase the number of people who call the Problem Gambling Helpline and enter treatment

To promote greater awareness of problem gambling signs and consequences, the successful agency will need to be creative in recommending innovative and cost-conscious strategies. Information about problem gambling prevalence and current efforts to reduce problem gambling can be retrieved from the following Web sites:

- [www.1.dshs.wa.gov/dasa](http://www.1.dshs.wa.gov/dasa) (DSHS problem gambling program website)
- [www.wscpg.org](http://www.wscpg.org) (Washington State Council on Problem Gambling)

Advertising campaigns have the potential to educate and build public support for problem gambling prevention and treatment services and activities. There are several core components that can increase the likelihood of campaign success, such as when the campaign:

- Is integrated, comprehensive, market research-based, and developed by a professional media consultant or advertising agency.
- Ensures all advertising strategies are consistent with a common message, theme, and recognizable brand.
- Encourages parents to talk with their teens about the consequences of gambling.
- Encourages family members and friends to intervene with problem gamblers.
- Uses non-authoritarian appeals that avoid direct commands not to gamble.
- Involves focus groups, test groups, and target market studies in the development of campaign messages and strategies.
- Combines appropriately targeted messages on prevention and treatment of problem gambling.
- Includes implementing community-based promotions with Tribes, casinos, the Lottery, and horse racing, to create a recognizable presence at all levels. This may also include partnering or working closely with the program's media relations contractor on programs that will complement the efforts of both paid and earned media.

And that the contractor:

- Works with local and statewide organizations to promote awareness and treatment of gambling problems.
- Develops culturally appropriate advertising efforts, including ads in languages other than English.

### **C. PROJECT SCOPE**

The successful advertising agency will be responsible for the following components:

1. Develop and implement a research plan to determine the strategic direction of the advertising campaign and its components, and the attitudes toward gambling most likely to lead to behavioral change. Creative concepts and specific messaging will be thoroughly tested through focus groups, polling and other methods, prior to production.
2. Conceptualize, develop, pre-test, produce, and participate in the evaluation of a comprehensive, integrated, social marketing campaign aimed at preventing and reducing problem gambling prevalence among the target audiences

specified. The campaign will include customized efforts to reach Washington populations which are disproportionately affected by problem gambling.

3. Conduct research and market analysis (or gain access to such) to provide information about market segmentation, most effective media placement, and messaging relative to other problem gambling awareness campaigns (such as the Washington Lottery's promotion of the gambling helpline). Assess best practices of similar campaigns in other states.
4. Subcontract with an independent market research firm to provide pre, interim, and post-evaluation to measure the effectiveness of the campaign, areas of focus, and learnings to be applied to future executions.
5. Use good faith efforts to obtain the most cost-effective buy-outs and talent agreements whenever possible, but especially in cases when additional uses of advertisements and their components are anticipated (i.e. if other states want to use our ads).
6. Target surrounding communities where there are high concentrations of card rooms and casinos.
7. For each campaign, if materials produced are such that it would take additional fees to be able to share these materials with other contractors and other state agencies, then as part of the overall campaign, agency will be expected to design additional materials (such as small posters and newspaper ad layouts) that could be used free of charge by DSHS contractors in various parts of the state, especially in the smaller markets which are often underserved by the main, overall campaign.
8. Develop a management and monitoring plan to keep DSHS/DASA apprised of all campaign activities. Provide complete documentation for use in preparing reports on the campaign's implementation and outcomes. At a minimum, monthly written reports and budget summaries will be provided by the Contractor and all of its subcontractors. Reports should include a summary of monthly activities as well as a list of pending jobs and their status, billing estimates, and other details as required by DSHS/DASA staff. The Contractor should be prepared to attend telephone status conference calls when requested, and present updates at least quarterly to DSHS/DASA staff in person.
9. Maintain current Creative Review Binders for DSHS/DASA reference use.
10. Provide masters of all approved advertising in videocassette, recording cassette, CD and DVD forms to DSHS/DASA for the purpose of archiving and other legal uses.

11. Design, maintain and monitor a system for substantiating facts used in advertising and other communications. Obtain internal legal review of finished advertisements prior to submission to DSHS/DASA for approval. Provide copies of scientific studies, research, and calculations used in advertisements or promotions. Ensure the validity of the facts and consistency of their use.
12. When developing strategies and plans for new campaigns, it is important to show the logical progression from one year to the next, such as the progression from very little awareness to increased awareness, to attitude change, to behavior change.
13. Prior to the actual kick-off of each new campaign, supply a simple 2-3 page Fact Sheet on the campaign, including the research findings used, or the rationale behind it, that can be shared with the various contractors and partners around the state.

#### **D. MINIMUM QUALIFICATIONS**

- Organizations must demonstrate at least three years of experience working in advertising, marketing or social marketing to change the public's knowledge, attitudes and beliefs;
- Be licensed to do business in the State of Washington; and
- Have a full service office in Washington State.

**Bidders who do not meet and demonstrate the required qualifications shall be deemed non-responsive and will not receive further consideration.**

#### **E. FUNDING**

Funding shall not exceed \$250,000 through June 30, 2007, and \$250,000 every additional twelve months until June 2009, for this project. DSHS may reject any proposal in excess of that amount. Any contract awarded is contingent upon the availability of funding.

#### **F. DEFINITIONS**

See Exhibit A, Definitions, for the meaning of certain terms used in this RFP.

## SECTION II. GENERAL INFORMATION

### A. PROCUREMENT CONTACT INFORMATION

Upon release of this RFP, all communications concerning this RFP must be directed only to the RFP Coordinator listed below. Any communication directed to DSHS staff, or its consultant, other than the RFP Coordinator may result in disqualification. Any oral communications will be considered unofficial and non-binding to DSHS. Bidders should rely only on written statements issued by the RFP Coordinator.

DSHS RFP Coordinator

Contact:	Sandra Elliot, RFP Coordinator Department of Social & Health Services Administrative Services Division / Central Contract Services
Mailing Address:	P.O. Box 45811 Olympia, Washington 98504-5811
Physical Address:	4500 10th Avenue SE Lacey, Washington 98503
Telephone:	(360) 664-6072
FAX:	(360) 664-6184
E-mail Address:	elliosg@dshs.wa.gov

### B. ACCEPTANCE OF RFP TERMS

A Proposal submitted in response to this RFP shall be considered a binding offer. Acknowledgement of this condition shall be indicated by signature of an officer of the Bidder legally authorized to execute contractual obligations by submitting with the Proposal a signed Bidder Information, Certificates and Assurances Form attached hereto as Exhibit B. A Bidder must clearly identify and thoroughly explain any variations between its Proposal and DSHS' RFP. Failure to do so shall be deemed a waiver of any rights to subsequently modify the terms of performance, except as outlined or specified in the RFP.

### C. PROCUREMENT SCHEDULE

The Procurement Schedule outlines the tentative schedule for important action dates and times. DSHS reserves the right to revise this schedule at any time and will post any amended schedules on the DSHS Procurement website.



**Figure 1.    *PROCUREMENT SCHEDULE***

Item	Action	Date
1.	Issue RFP	September 26, 2006
2.	Last Date for Accepting Bidder Written Questions by 4:00 PM Pacific Daylight Time	October 5, 2006
3.	Issue Response to Written Questions No Later Than	October 11, 2006
4.	Proposal Submission Due by 4:00 p.m. Pacific Daylight Time	October 24, 2006
5.	Proposal Evaluation	October 26 and October 27, 2006
6.	Onsite Review, Presentations, If Required	November 8 and November 9, 2006
7.	Notify Apparently Successful Bidder	November 15, 2006
8.	Notify Unsuccessful Bidders	November 15, 2006
9.	Begin Contract Negotiations	November 16, 2006
10.	Bidder's Request for Debriefing Due by 5:00 p.m.	November 27, 2006
11.	Hold Debriefing Conferences	November 29 and November 30, 2006
12.	Bidders' Protest(s) Due	December 7, 2006
13.	Contract Execution	Anticipated December 18, 2006

#### **D.    CONTRACT**

DSHS intends to award **one** contract to provide the services described in this RFP.

The Contract term shall be approximately 2 1/2 years, commencing upon the date of execution of the contract by DSHS. Amendments extending the period of performance, if any, shall be at the sole discretion of DSHS.

Specific restrictions apply to contracting with current or former state employees pursuant to chapter 42.52 of the Revised Code of

Washington. Bidders should familiarize themselves with the requirements prior to submitting a Proposal.

**E. INSURANCE**

The Apparently Successful Bidder must comply with the insurance requirements identified in the sample contract attached hereto as Exhibit C.

**F. CONTRACT AMENDMENT**

Additional services that are appropriate to the scope of this RFP, as determined by DSHS, may be added to the resulting Contract by a written amendment mutually agreed to and executed by both parties.

**G. PROPRIETARY INFORMATION/PUBLIC DISCLOSURE**

Materials submitted in response to this RFP shall become the property of DSHS. All proposals, quotes, lists, evaluation documents and other documents that make up this Procurement shall remain confidential until 1) DSHS makes it available to the public pursuant to RCW 42.17, or 2) the contract, if any, resulting from this RFP is signed by DSHS and the Apparently Successful Bidder. Thereafter, the proposals shall be deemed public records as defined in RCW 42.17.

Bidder's proposal must include a statement on the Letter of Submittal identifying each page of your proposal which contains any proprietary information. Each page claimed to be proprietary must be clearly marked by printing the word "Proprietary" on the lower right hand corner of each page which contains any proprietary information.

If DSHS receives a request to view or copy your proposal, DSHS will respond according to applicable law and DSHS policy governing public disclosure. DSHS will not disclose any information marked "Proprietary" in your proposal without giving you ten (10) days notice for you to seek a court injunction against the disclosure. You may not mark your entire proposal proprietary.

**H. WRITTEN REPRESENTATIONS**

Proposals should be based on the material contained in this RFP, any related amendment(s), and any questions and answers directed through the RFP Coordinator.

**I. QUESTIONS AND ANSWERS**

Bidders should fax, e-mail or mail written questions to the RFP Coordinator. Early submission of questions is encouraged. Questions will be accepted until the date set forth in the Procurement Schedule. Questions and Answers will be on the DSHS Procurement website.

**J. RFP AMENDMENTS**

DSHS reserves the right, at any time before execution of a contract, to amend all or a portion of this RFP. Amendments will be posted on the DSHS

Procurements Web site, if applicable. If there is any conflict between amendments or between an amendment and the RFP, whichever document was issued last in time shall be controlling.

#### **K. RETRACTION OF THIS RFP**

DSHS and the State of Washington are not obligated to contract for the services specified in this RFP. DSHS reserves the right to retract this RFP in whole, or in part, at any time without penalty.

#### **L. SUBMISSION OF PROPOSALS**

Proposals must be prepared and submitted no later than the proposal submission date and time specified in the Procurement Schedule. The proposal is to be sent to the RFP Coordinator, either by mail or hand delivery, at the address specified in Section II.A., Procurement Contact Information. DSHS will not accept any proposal submitted by fax. DSHS will not accept any proposal submitted by email.

You should allow sufficient time to ensure timely receipt by the RFP Coordinator. You assume the risk for the method of delivery and for any delay in the mailing or delivery of your proposal.

DSHS reserves the right to disqualify any proposal and withdraw it from consideration if it is received after the proposal submission due date and time. All proposals and any accompanying documentation become the property of DSHS and will not be returned.

#### **M. NONRESPONSIVE PROPOSALS**

All proposals will be reviewed by the RFP Coordinator to determine compliance with administrative requirements and instructions specified in this RFP. DSHS may reject or withdraw your proposal at any time as nonresponsive for any of the following reasons:

- Incomplete proposal;
- Submission of alternative proposals;
- Failure to comply with any part of this RFP or any exhibit to this RFP;
- Submission of incorrect, misleading, or false information.

#### **N. MINOR IRREGULARITIES**

DSHS may waive minor administrative irregularities related to any proposal.

#### **O. COST TO PROPOSE**

DSHS will not be liable for any costs incurred by the Bidder in preparing, submitting or presenting a proposal for this RFP.

**P. JOINT PROPOSALS**

If you submitted a joint proposal, with one or more other bidders, you must designate the prime bidder. The prime bidder will be DSHS's sole point of contact, will sign the contract and any amendments, and will bear sole responsibility for performance under the contract.

**Q. EXHIBITS**

Exhibits to this RFP are:

- Exhibit A - Definitions
- Exhibit B - Bidder Information, Certifications and Assurances Form
- Exhibit C - Sample Contract

You should be sure that you have downloaded a complete copy of this RFP and all attached exhibits, as listed above. The procurement documents can be accessed at <http://www1.dshs.wa.gov/msa/ccs/>. If you are unable to download the documents, you should contact the RFP Coordinator.

It is not a ground for protest if your copy of this RFP should be missing any exhibit or pages of the RFP.

**R. WITHDRAWAL OF PROPOSALS**

After a Proposal has been submitted, Bidders may withdraw a proposal at any time up to the proposal submission date and time specified in the Procurement Schedule. A written request signed by an authorized representative of the Bidder must be submitted to the RFP Coordinator. After withdrawing a previously submitted proposal, the Bidder may submit another proposal at any time up to the proposal submission date and time.

**S. NOTIFY APPARENTLY SUCCESSFUL BIDDER**

DSHS will notify the Apparently Successful Bidder on or about the date and time specified in the Procurement Schedule of the selection of the Apparently Successful Bidder by written notice via mail, e-mail and/or fax. DSHS will notify separately the Unsuccessful Bidders on or about the date and time specified in the Procurement Schedule of the non-selection of the Unsuccessful Bidder by written notice via mail, e-mail and/or fax.

## **T. BIDDER DEBRIEFING CONFERENCE**

If DSHS does not select your proposal, you may request a debriefing conference. You must submit your request in writing to the RFP Coordinator by mail or fax by the date specified in the Procurement Schedule, Section II.C., Figure 1.

Debriefing conferences will be held on November 29 and November 30, 2006. The debriefing conference may be conducted either in person or by telephone and will be scheduled for a maximum of one hour.

Discussion at the debriefing conference will be limited to the following:

- Evaluation and scoring of your proposal;
- Critique of your proposal based on evaluators' comments; and
- Review of your final score in comparison with other Bidders' final scores without identifying the Bidders.

*Identification of the other Bidders, their proposals or evaluations will not be allowed.*

## **U. PROTEST**

Protests may be made only after DSHS has sent notification to the Apparently Successful Bidder and to the unsuccessful bidders. In order to submit a protest under this RFP, a Bidder must have submitted a Proposal for this RFP, and have requested and participated in a debriefing conference. It is the sole administrative remedy available within DSHS. The following is the process for filing a protest:

### **1. GROUNDS FOR PROTEST**

A protest may be made based on these grounds only:

- Arithmetic errors were made by DSHS in computing the score;
- DSHS failed to follow the procedures established in this RFP document, or to follow applicable State or federal laws or regulations; or
- Bias, discrimination, or conflict of interest on the part of an evaluator.

### **2. PROTEST FORM AND CONTENT**

A protest must state all of the facts and arguments upon which the protest is based, and the grounds for your protest. It must be in writing and signed by a person authorized to bind the Bidder to a contractual relationship. At a minimum, the protest must include:

- The name of the protesting Bidder, mailing address and phone number, and the name of the individual responsible for submission of the protest;

- The RFP number and name of the issuing agency;
- A detailed and complete statement of the specific action(s) by DSHS under protest;
- The grounds for the protest;
- Description of the relief or corrective action requested.

You may attach to your protest any documentation you offer to support your protest.

### **3. SUBMITTING A PROTEST**

Your protest must be in writing and must be signed. You must mail or hand deliver your protest to the RFP Coordinator using the same mailing or delivery address provided in this RFP for submitting your proposal. *Protests may not be submitted by fax or email.* DSHS must receive the written protest within **five (5)** business days after the debriefing conference.

### **4. PROTEST PROCESS**

The RFP Coordinator will forward your protest to the DSHS designated Protest Coordinator with copies of the following:

- this RFP and any amendments,
- your proposal,
- the evaluators' scoring sheets, and
- any other documents showing evaluation and scoring of your proposal.

DSHS will follow these procedures in reviewing your protest:

- DSHS will conduct an objective review of your protest, based on the contents of your written protest and the above materials provided by the RFP Coordinator.
- DSHS will send you a written decision within five (5) business days after DSHS receives your protest, unless more time is required to review the protest and make a determination. The protesting Bidder will be notified by the RFP Coordinator if additional time is necessary.

DSHS will make a final determination of your protest and will either:

- 1) Find that your protest lacks merit and uphold DSHS's actions;
- 2) Find that any errors in the RFP process or in DSHS's conduct did not influence the outcome of the RFP, and uphold DSHS's actions; or

- 3) Find merit in the protest and provide options for corrective action by DSHS which may include:
  - That DSHS correct any errors and re-evaluate all proposals affected by its determination of the protest;
  - That DSHS reissue the RFP document; or
  - That DSHS make other findings and take such other action as may be appropriate.

## **V. EXECUTION OF THE CONTRACT**

If you are the Apparently Successful Bidder, you will be expected to sign a contract with DSHS and any subsequent amendments that may be required to address specific work or services as needed. A sample contract is attached as Exhibit C.

DSHS reserves the right to negotiate the specific wording of the Statement of Work, based on the requirements of this RFP and the terms of your proposal.

If you fail or refuse to sign the contract or any subsequent amendment within ten (10) business days of delivery to you, DSHS may elect to cancel the award and may award the contract to the next-highest ranked finalist.

Any subcontracts necessary to perform the contract shall be subject to the prior written approval of DSHS.

If at contract award or anytime thereafter any specifically named individual(s) identified in the Proposal to work on this engagement are not available, DSHS has the right to approve or reject any change in Contractor personnel.

## SECTION III. PROPOSAL CONTENTS

### A. PROPOSAL CONTENTS

The four major sections of the proposal are to be submitted in the order noted below in Section III.C., Contents of Binders:

Proposals must provide information in the same order as presented in this document with the same headings. The questions in each of the four sections are described below. All questions must be answered and all items must be included as part of the proposal for the proposal to be considered responsive, even though certain items may not be scored.

### B. FORMAT OF PROPOSAL

- Proposals must be submitted on standard eight and one-half by eleven inch (8 ½" x 11") white paper.
- A font size not less than 12 point must be used.
- Proposals must be submitted in separate three-ring binders as specified in Section III.C., Contents of Binders, with tabs separating the major sections of the Proposal, and your name on the front cover or title page of each binder.
- Identify each copy of your proposal by including Proposal to RFP # 0634-238; the title of this RFP, Problem Gambling Education Campaign; and your name on the front cover.

### C. CONTENTS OF BINDERS

Submit one binder marked "Original" with Bidder's name and five (5) copies, in addition, include one soft copy in Microsoft Word 2000 file format or Microsoft Excel 2000 file format if appropriate on a portable media or electronic readable media (Compact Disc (CD-ROM), with a label on the CD or identifying your name and RFP# 0634-238 of your proposal containing the following:

- Table of Contents
- Section 1: Administrative Requirements.
- Section 2: Technical Proposal
- Section 3: Management/Experience and Qualifications Proposal
- Section 4: Cost Proposal



## **D. ADMINISTRATIVE REQUIREMENTS (SECTION 1 OF PROPOSAL BINDER)**

Please respond to each item in the same order in which they appear.

### **1. Letter of Submittal**

Bidders must submit a prepared and signed submittal letter on Bidder's official business letterhead stationery. The submittal letter must be included as the first page of Section 1. Signing the submittal letter indicates that the Bidder accepts the terms and conditions of RFP# 0634-238.

The Bidder's Letter of Submittal must include the following:

- Name, address, principal place of business, telephone number, fax number, and e-mail address of legal entity or individual with whom contract would be written;
- The name of your contact person for this RFP;
- A detailed list of all materials and enclosures included in your Proposal;
- A list of all RFP amendments downloaded by the Bidder from the DSHS Procurements Web site, if applicable, and listed in order by amendment number and date. If there are no RFP amendments, include a statement to that effect;
- The Bidder's guarantee that its Proposal, as submitted, will remain in full force and effect for 180 days;
- A statement substantiating that the person who signs the letter is authorized to contractually bind the Bidder's firm;
- Identification of the page numbers on the Bidder's Proposal that are marked "Proprietary or Confidential" Information; and
- Any statements you wish to convey to the RFP Coordinator, including any variations between your proposal and the RFP.

### **2. Bidder Information, Certificates and Assurances Form**

A completed Bidder Information, Certificates and Assurances Form Exhibit B. Please sign and include any attachments that are necessary.

### **3. Reference Section**

Provide a list of at least three (3) references of entities for which you have performed similar services. Include the names, telephone numbers, dates of services, and a brief description of the similar services you provided them in the past. References will only be contacted for finalist(s).

## **E. TECHNICAL PROPOSAL (SECTION 2 OF PROPOSAL BINDER)**

### **(100 POSSIBLE POINTS)**

Please respond to each question in the same order in which they appear.

The following specifications are provided for the purpose of developing the Technical and Cost proposals and for evaluation of the proposal.

DSHS seeks a creative and innovative technical proposal detailing how the campaign objectives, as described in the introduction of this RFP, will be completed.

***For all of the elements detailed below, specify if the work is to be performed by the primary bidder, partnering agency, or subcontractor.***

**E-1. Campaign Approach** (Not to exceed 5 pages - 50 points)

Provide a succinct summary of your agency's Problem Gambling Prevention and Treatment campaign proposal to achieve the goals and target areas as outlined in Section A.

Explain in this approach how your agency would develop and implement a successful multi-year campaign. From your agency's own understanding of problem gambling in Washington State, explain what DSHS needs from its paid media campaign, and why. Explain how your agency will help achieve each of the program's goals.

**E-2. Media Strategy** (Not to exceed 4 pages - 30 points)

Describe your agency's proposed paid media strategy and placement plan for this campaign. Also, describe your experience in media placement by providing the following information:

- a. Describe your agency's total media dollars placed in Washington State during the 12 months ending June 30, 2006 for spot TV, spot radio, regional/local magazines or newspapers, outdoor, transit, Internet, movie theaters, and other media. Note for each medium whether media placement was performed in-house or through a media-buying service. Include the percent of total gross billings that went for media placement during that year.
- b. Describe the means used to ensure that, for TV and Radio advertising, union scale wages were paid to all production staff, actors and voice-overs, and that whenever possible Washington-based or Pacific Northwest-based producers and production companies were contracted.
- c. Name any business entities other than the proposer that would be responsible for media purchases for this contract. Include what media purposes for which they would be responsible.

- d. Describe the means used in the selection process of vendors to be used by proposer, and how the efforts of such vendors are monitored for accuracy and compliance.
- e. Share your agency's history in obtaining bonus weight and Public Service Announcements (PSA) placements, and in creating PSA placements.
- f. Describe the size of your media planning/buying department in terms of personnel, years of experience and average years of experience in media planning and buying, number of clients and workload.
- g. Describe what strategies will be used to ensure ads targeted to culturally-diverse audiences (including racial/ethnic and multilingual) are created in a culturally-respectful manner. If your team members are not diverse, include the steps that will be taken to ensure culturally-competent products are created.

**E-3. Media Tracking** (Not to exceed 2 pages - 5 points)

Describe what procedures your agency uses to track, analyze, evaluate, and adjust media placement. Include if this function will be performed by in-house staff, subcontractors, vendors, or freelancers.

**E-4. Project Communication** (Not to exceed 1 page - 5 points)

This campaign involves work to be performed potentially by other communications subcontractors, problem gambling treatment contractors, the Problem Gambling Helpline, and DSHS staff.

Describe how your organization will work to ensure a well managed, streamlined approach to the development and implementation of this overall campaign. Include your plan for monthly back and forth reports to the DSHS/DASA communications manager, and your normal methods for ensuring buy-off on various steps in the overall process. Address how you plan to communicate with DSHS/DASA.

**E-5. Internet/On Line/Web Capabilities** – (Not to exceed 2 pages - 10 points)

Describe how you will integrate, plan, implement, maintain and evaluate a web component of the campaign.

**F. MANAGEMENT, EXPERIENCE AND QUALIFICATIONS PROPOSAL  
(SECTION 3 OF PROPOSAL BINDER) (100 POSSIBLE POINTS)**

Please respond to each question in the same order in which they appear.

DSHS staff will work closely with the selected agency to deliver a statewide campaign that supports activities throughout Washington State. It will rely on the firm's experience and expertise to develop and implement a campaign that provides the messages and impact needed to prevent and decrease problem gambling prevalence in Washington State.

***For all of the elements detailed in Exhibit F, in addition to providing responses for the primary agency, provide responses for partnering agencies or subcontractors which are proposed, if any.***

**F-1. Description of Experience**

- a. Provide information about your agency, including an organizational chart, mission and philosophy – and how this contract would match your mission. (Not to exceed 5 pages - 5 points)
- b. Describe your agency's expertise, experience and outcomes in advertising, marketing and social marketing to change people's knowledge, attitudes and beliefs. (Not to exceed 2 pages – 15 points.)
- c. Describe any experiences your agency has in working with diverse cultures and communities. (Not to exceed 1 page – 5 points)
- d. Provide a list of recent clients for which you have done similar work. Include the following information (15 points):
  - Client's name, address, phone number, fax number
  - Indicate the approximate size of each existing account in terms of annual billings. Accounts of \$1 million or more shall be rounded to the closest million. Accounts less than \$1 million shall be rounded to the closest \$250,000.
  - Indicate the status of each account as "open" or "closed." State the starting date for all accounts and the ending date for closed accounts.
  - For closed accounts, indicate the reason for discontinuation.
  - Indicate accounts that resulted in purchases of Washington media and whether a media buying service was utilized.
  - Highlight any experience managing and coordinating a team of specialized subcontractors and/or consultants.
  - Highlight any experience with state government or non-profit private sector clients.

- Identify pro bono advertising efforts, and reason/philosophy for handling effort as pro bono.
- Highlight projects that were social marketing, public policy, or issue campaigns.

**F-2. Awards and Honors** (Not to exceed 2 pages - 5 points)

Describe any industry or media awards, honors or recognition your agency has received in the last three years that are directly connected to the agency's work in health promotion fields. Include what the award was for, and the credentials of the organization bestowing the award(s).

**F-3. Media Placement** – (Not to exceed 2 pages - 20 points)

Describe your agency's experience in media planning and buying, including:

- Agency's history in obtaining bonus weight and public service announcement placements
- Size of your media buying/planning department in terms of personnel, number of clients and workload
- Agency's experience in minority and regional population market placement and who will be planning and executing these buys
- Agency's experience in buying non-traditional media (e.g., online, cell phone)
- Agency's experience in buying media in small community-based outlets, particularly in culturally-diverse communities

**F-4. Creative Capabilities** – (20 points)

Bidders will demonstrate their creative capabilities by submitting six (6) copies of creative work as outlined below:

- Three TV and three radio ads of your choice on a DVD or CD-Rom.
- Three print ads and three outdoor ads of your choice (presented on 8.5 x 11" paper)
- Three additional items of your choice to illustrate the agency's creative strengths.

Work samples are not returnable.

**F-5. Internet/On Line/Web Capabilities** – (Not to exceed 2 pages - 5 points)

Demonstrate your agency's experience planning, implementing and evaluating the web component of a campaign, including what the agency's successes were in creating and evaluating micro Web sites, e-newsletters and other electronic communications.

**F-6. Bidder References** – (10 points)

Completed Reference Forms (see Exhibit H) from a minimum of three (maximum of five) references for whom the firm has completed work comparable to the work outlined in the Scope of Work section of the RFP,

within the past 3 years. If less than 3 or more than 5 references are received by DSHS, no points will be awarded. ***References are to be submitted directly from your References to the RFP Coordinator at the mailing address identified on page 1, the cover page.***

***NOTE: DSHS and/or its employees may not be included as a Reference.***

## **G. COST PROPOSAL (SECTION 4 OF PROPOSAL BINDER) (25 POSSIBLE POINTS)**

DSHS staff will work closely with the selected agency and its lead fiscal officer to manage the budget for this education campaign. The management of this budget will include a semi-annual review of campaign expenditures by the DSHS program staff and the lead fiscal officer.

### **G-1. Proposed Budgets - (20 points)**

Provide a three-year budget outline/plan for paid media that delivers the best and most innovative approach for reaching **all** target audiences. All traditional approaches should be considered (but not necessarily recommended). This could include TV, Radio, Outdoor, Print, On-Line, Transit and *new media opportunities*. The approach should include, but not be limited to:

- Media placement package
- Creative and production costs for new production in TV, Radio, Outdoor, Print, On-line and other new media
- Other campaign-related costs.

All budgets should be broken down by specific targeted campaign (i.e. Teens, Parents, College Students, Older Adults).

### **G-2. Firm Compensation - (5 points)**

Provide a general description of the compensation requirements of your firm, including fees and services, hourly billing rates, and commissions from media production and placement.

The Cost Proposal is a scored requirement. Cost will be a factor in the selection of the Apparently Successful Bidder.

## H. ONSITE REVIEW/FINALIST PRESENTATION INFORMATION

### (75 possible points)

Up to three bidders with the highest subtotal scores (possible 225 points) may be invited to make a presentation to an evaluation panel. Finalists should be prepared to give an oral presentation based on the Technical Proposal. Work samples should be included in the presentations. DSHS reserves the right to cancel the presentation, or invite only the top two bidders, depending on the number of proposals received. Do not assume that the same individuals who scored the management and/or cost proposals are the same as those on the presentation panel.

The presentations will be conducted at the Bidder's full-service Washington State office. An on-site review will also be conducted at this time.

The following information on the possible oral presentation is included to help bidders begin organizing their ideas. The entire presentation should not exceed 1.5 hours (30-minutes on-site review, 40-minute presentation and 20 minutes for questions). The account management, creative personnel, and major subcontractors who would work directly on the DSHS account should play a major role in the presentation (recommend not to exceed seven people).

In line with the goals of Preventing Teen Gambling and Reducing Adult Problem Gambling, finalists should be prepared to give an oral presentation based on the following:

- a. Share examples of a campaign where each new ad was built upon the success of the previous ad (i.e., a series of ads that evolved over time). 10 points.
- b. Share what role the internet and Web sites would play in each campaign. 5 points.
- c. Explain the agency's customer service philosophy in working with your other similar-sized accounts. 5 points.
- d. Explain the agency's philosophy about the importance of research, market analysis, strategic planning, and message testing for each campaign. 10 points.
- e. Share general ideas on cost-effectively meeting the client's goals. 5 points.
- f. Give suggestions/recommendations on how to take our messages into smaller, rural markets. 5 points.
- g. Working with a state agency is different than working with the private sector. There is a more complicated approval process, with a number of stops along the way. At any point a creative concept could be challenged or rejected. Presentation meetings must be set way in advance in order to fit into tight calendars. Explain the agency's experience in working within these collaborative parameters. 10 points.
- h. National Problem Gambling Awareness Week is March 5-10, 2007. This contract takes affect January 15, 2007. With only two months to prepare the first wave in this campaign, please share your:



- General approach to the campaign
  - Media objectives and strategies, creative positioning and rationale
  - How you would meet this tight deadline
- (20 points).

- i. Explain why DSHS should give your campaign proposal the highest score. (5 points).

## SECTION IV. EVALUATION

### A. EVALUATION PROCEDURE

Responsive proposals will be evaluated strictly in accordance with the requirements stated in this Procurement and any amendments issued. The evaluation of proposals shall be accomplished by an evaluation team to be designated by DSHS who will be responsible for the review, evaluation and scoring of Bidder proposals. DSHS, at its sole discretion, will select finalists for an oral presentation. If oral presentations are held, evaluators will evaluate and score the oral presentations of bidders selected as finalists.

### B. PROPOSAL EVALUATION

Each Proposal will first be screened to determine if the Bidder has complied with appropriate Administrative Requirements and Submittal Instructions. Each Proposal must meet the Administrative Requirements to be eligible to submit a proposal to this RFP. If your proposal does not meet all Administrative Requirements for this RFP, DSHS may consider your proposal nonresponsive and withdraw it from consideration at any time. Evaluators will score all responsive proposals and award points up to the maximum points available for each question.

### C. SCORING OF PROPOSALS

The maximum number of evaluation points available is 325. The Administrative Requirements are evaluated on a pass/fail basis. The following weighting and points will be assigned to the proposal for evaluation purposes:

#### WRITTEN PROPOSAL

Technical Proposal –	100 Points
Management/Experience/Qualifications-	100 Points
Cost Proposal -	25 Points

---

<b>Sub-Total (for Written Proposal)</b>	<b>225 Points</b>
Oral Presentations [finalist(s) only]	75 Points
References [finalist(s) only]	25 Points
<b>MAXIMUM TOTAL POSSIBLE</b>	<b>325 Points</b>

Your sub-total score for the written proposal will be the average of the scores of the evaluators who review your written proposal. Your final Total Evaluation Score will be the average points awarded for your written proposal, your references if applicable, and your oral presentations if applicable.

#### **D. EVALUATION OF ORAL PRESENTATIONS**

DSHS may, after evaluating the written proposals, elect to schedule oral presentations of the finalists. The RFP Coordinator will notify finalists of the date, time, and location of the oral presentations.

DSHS will select evaluators for the oral presentations based on their qualifications, experience and background relevant to this RFP. These evaluators may include evaluators who reviewed the written proposals or DSHS staff who will work with the successful bidder(s). Evaluators will score the oral presentations in accordance with RFP requirements and evaluation criteria.

#### **E. FINAL DETERMINATION OF APPARENTLY SUCCESSFUL BIDDER(S)**

DSHS program staff and/or management may conduct a final review of the evaluation and scoring of finalist(s).

In this final review, DSHS may consider past or current performance of any DSHS contracts by a finalist(s), and any experience of the program or DSHS in working with a finalist(s) under any past or current contract with DSHS.

DSHS management shall make the final determination as to which bidder(s), initially designated as finalist(s), shall be officially selected and notified as the Apparently Successful Bidder(s) under this Procurement.

In doing so, DSHS management shall be guided, but not bound, by the scores awarded by the evaluators. Program staff and DSHS management shall determine which proposals reviewed during this final selection process will best meet the needs of DSHS and, specifically, the needs of the Division of Alcohol and Substance Abuse.

Any bidder who would be an Apparently Successful Bidder based on the scores awarded by the evaluators, and who is not selected, shall be provided, upon request, with the reasons for selecting a bidder with a lower final score.

## Exhibit A Definitions

### DEFINITIONS

The following terms which appear in this RFP have the meaning that is defined below for the purposes of this RFP:

- Agency – The Department of Social and Health Services is the agency of the State of Washington that is issuing this RFP.
- Apparently Successful Bidder – A bidder selected as having submitted a successful proposal, based on the final determination of DSHS management taking into consideration the bidder's final proposal score and which proposals best meet the needs of DSHS. The bidder is considered an "apparently" successful bidder until a contract is finalized and executed.
- Bidder – An individual, organization, public or private agency, or other entity submitting a proposal in response to this RFP.
- Bonus Weight – The added value/extra spots given by an advertiser as part of a paid advertising campaign.
- Branding – The creative development of a slogan, logo, catch phrase or other symbol that will be used throughout a media campaign with the intention of the public associating that "brand" with the intended message.
- Contractor – Individual or Company whose proposal has been accepted by the Agency and is awarded a fully executed, written contract.
- Creative material(s) – Newly designed materials, including print, audio, video, internet, or other that is developed by the contractor for use in the scope of work for this contract.
- DSMIV – Diagnostic and Statistical Manual of Mental Disorders. Fourth Edition, published by the American Psychiatric Association.
- Earned Media – Media exposure that is earned through generating news stories in print or electronic media.
- Donated Media – Acquiring free advertising time or space for a campaign message.
- Flight – A contracted period of service for running advertising messages.
- Issue – To mail, post or otherwise release this RFP as a public document to interested parties.
- Key Personnel – Staff being proposed to do the work under this proposal.
- Media – Newspaper, internet, radio, television or other means of dissemination of information, both donated and paid, for education of both general and targeted audiences.
- Paid media – Media that is paid for by the contractor to disseminate a particular message as defined by the contractor.
- Pathological Gambling – A mental disorder characterized by a variety of symptoms, including, but not limited to, loss of control over gambling, progression in amount of gambling to gain desired effect, preoccupation with gambling and obtaining money for gambling, and continuation of gambling despite adverse consequences.

- Print media – The dissemination of information as defined by contractor through the use of printed materials, newspapers, fliers, posters, brochures, or any other form of printed materials that are disbursed to general or targeted audiences for education and public awareness.
- Problem Gambling – An earlier stage of pathological gambling which compromises, disrupts, or damages family or personal relationships or vocational pursuits.
- Proposal – All material prepared and assembled by a bidder, and which the bidder submits in response to this RFP.
- Protest – An objection by the bidder, in writing, protesting the results of this RFP, and which complies with all requirements of this RFP.
- RCW – Revised Code of Washington. (All references to RCW chapters or sections shall include any successor, amended, or replacement statute.)
- Reach – The number of people exposed to a marketing message.
- RFP – Request for Proposals; i.e., this RFP document.
- RFP Coordinator – The person named in this RFP as the RFP Coordinator, or the RFP Coordinator's designee within Central Contract Services. The sole point of contact within DSHS regarding this RFP for potential bidders and other interested parties.
- Saturation – The point at which a marketing message has reached the maximum level of awareness within a general or targeted population
- Speaker's bureau – A cadre of people who are knowledgeable about problem and pathological gambling, and the DASA program addressing such, that are available to speak to reporters, community groups, and interested parties
- Statement of Work – A statement of the work or services which the Contractor is to perform under any contract awarded, and which is generally in the form of an exhibit attached to the contract.
- Subcontract – Any separate agreement or contract between the contractor and an individual or entity ("Subcontractor") to perform all or a portion of the duties and obligations that the contractor is obligated to perform to this Contract.
- Submit – To deliver to the DSHS RFP Coordinator any of several documents described in this RFP and in the manner specified in this RFP.
- Target population – An audience with certain demographic characteristics that a particular message is intended to reach.
- WAC – Washington Administrative Code. (All references to WAC chapters or sections shall include any successor, amended, or replacement regulation.)
- You – The person, agency, or organization requesting a copy of this RFP or submitting a proposal in response to this RFP.

**Exhibit B**  
**Bidder Information, Certifications and Assurances Form**

STATE OF WASHINGTON  
DEPARTMENT OF SOCIAL AND HEALTH SERVICES  
CENTRAL CONTRACT SERVICES

**BIDDER INFORMATION, CERTIFICATIONS AND ASSURANCES**  
**Request for Proposal (RFP) # 0634-238**

Completion of this Bidder Information form is a mandatory requirement for contracting with the Washington Department of Social and Health Services (DSHS). The certifications and assurances contained herein are a required element of the Proposal. **Failure to submit this Bidder Information form or any applicable attachments with your proposal may result in your proposal being rejected as nonresponsive.**

**Please Type or Print Legibly:**

Bidder Name: \_\_\_\_\_

Bidder Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Contact Person for the Bidder's proposal: \_\_\_\_\_

**Section A: All Bidders**

1. Complete the applicable box:

a. The Bidder is an individual and is a:

☐ Sole Proprietor

**You must complete Sections A, B and F.**

b. The Bidder is a partnership and is a:

☐ General Partnership

☐ Limited Partnership ☐ Limited Liability Partnership

**You must complete Sections A, C and F.**

c. The Bidder is a corporation and is a:

☐ For Profit Corporation

☐ Non Profit Corporation

☐ Limited Liability Corporation

**You must complete Sections A, D and F.**

d. ☐ The Bidder is a public agency, governmental entity, or federally recognized tribe

**You must complete Sections A, E and F.**

2. The Bidder's Federal Identification number is: \_\_\_\_\_

3. The Bidder's Washington Uniform Business Identifier (UBI) Number is: \_\_\_\_\_  
To obtain a Washington UBI Number call 360-664-1400.

4. Information concerning the proposed Contract Manager for the Bidder:

Name: \_\_\_\_\_

Work Address: \_\_\_\_\_

Work Telephone: \_\_\_\_\_

Work Fax: \_\_\_\_\_

5. Has the Bidder had a contract or work order terminated for default during the last five years?

☐ Yes ☐ No

If yes, attach a signed statement describing the contract, the circumstances surrounding the termination, and the name, address and telephone number of the other party to the contract. DSHS will evaluate the facts and may, at its sole discretion, reject the Bidder's proposal on the ground of its past performance. For the purpose of this question, "termination for default" means notice was given to the Bidder to stop contract work due to nonperformance or poor performance, and the performance issue was either (a) not contested by the Bidder or (b) litigated, finding the Bidder in default.

6. The Bidder declares that all answers and statements made in the Proposal are true and correct.
7. The Bidder certifies that the prices and/or cost data contained in the Bidder's proposal 1) have been determined independently, without consultation, communication or agreement with others for the purpose of restricting competition, and 2) have not been and will not be knowingly disclosed by the offeror, directly or indirectly, to any other offeror or competitor before contract award, except to the extent that the Bidder has joined with other individuals or organizations for the purpose of preparing and submitting a joint proposal or unless otherwise required by law.
8. The Bidder's proposal is a firm offer for a period of 180 days following receipt, and it may be accepted by DSHS without further negotiation (except where obviously required by lack of certainty in key terms) at any time within the 180-day period. In the case of a protest, the Bidder's Proposal will remain valid for 210 days or until the protest is resolved, whichever is later.
9. In preparing this Proposal, the Bidder and/or the Bidder's employees have not been assisted by any current or former DSHS employee whose duties relate (or did relate) to this procurement and who was assisting in other than his or her official, public capacity. If there are any exceptions to these assurances or Bidder has been assisted, identify on a separate page attached to this document each such individual by (a) name, (b) current address and telephone number, (c) current or former position with DSHS, and (d) dates of employment with DSHS; and describe in detail the assistance rendered by that individual.
10. The Bidder acknowledges that DSHS will not reimburse the Bidder for any costs incurred in the preparation of this Proposal. All Proposals become the property of DSHS, and the Bidder claims no proprietary right to the ideas, writings, items or samples.



11. The Bidder acknowledges that any contract(s) awarded as a result of this procurement will incorporate a Statement of Work and General Terms and Conditions substantially similar to the sample contract attached to the procurement document. I certify, on behalf of the Bidder, that the Bidder will comply with these or substantially similar Special Terms and Conditions and General Terms and Conditions if selected as an Apparently Successful Bidder.
12. The Bidder acknowledges that any contract(s) awarded as a result of this procurement will also incorporate Special Terms and Conditions applicable to this procurement as prepared by DSHS. The Bidder acknowledges that it will negotiate in good faith any changes or modifications to any portion of the proposed contract.
13. The Bidder understands that, if selected to contract with DSHS, the Bidder will be required to comply with all applicable state and federal civil rights and other laws. Failure to so comply may result in contract termination. If requested by DSHS, the Bidder agrees to submit additional information about the nondiscrimination policies of the Bidder's organization in advance of or after the contract award.
14. The Bidder' certifies that is has a current Washington Business License, and agrees to promptly provide a copy of the license in the event the Bidder is selected as the Apparently Successful Bidder.
15. No attempt has been made or will be made by the Bidder to induce any other person or firm to submit a proposal for the purpose of restricting competition.

## **Section B: Sole Proprietors Only**

1. I am authorized to sign any contract that may result from this procurement.
2. Is the Bidder or any employee of the Bidder who will perform work under a contract between the Bidder and DSHS a past or current State of Washington employee?  
☐ Yes ☐ No

If yes, list names, positions, and dates of employment with the State of Washington in an attachment to this form.

## **Section C: Partnerships Only**

1. The Bidder is organized under the laws of, and is in good standing with, the State of \_\_\_\_\_.
2. Attach the following to this Bidder Information form:
  - Name and address of each of the Bidder's General Partners;
  - Name and address of each of the Bidder's Limited Partners; and/or
  - Name and address of each of the Bidder's Limited Liability Partners.
3. Is any General, Limited, or Limited Liability Partner a past or current State of Washington employee?  
☐ Yes ☐ No

If yes, list names, positions, and dates of employment with the State of Washington in an attachment to this form.

4. Is any employee of the Bidder who will perform work under a contract between the Bidder and DSHS a past or current State of Washington employee?

☐ Yes

☐ No

If yes, list names, positions, and dates of employment with the State of Washington in an attachment to this form.

5. I am authorized to bind the Bidder to a contract, or the name and title of the individual who is authorized to bind the Bidder to a contract and who will be signing any contracts between DSHS and the Bidder is:

Name

Title

\_\_\_\_\_

\_\_\_\_\_

## Section D: Corporations Only

1. The Bidder is organized under the laws of, and is in good standing with, the State of \_\_\_\_\_.
2. Attach the following to this Bidder Information form: Name and address of each of the Bidder's Officers and Directors.
3. Is any Officer or Director of the Bidder a past or current State of Washington employee?

☐ Yes

☐ No

If yes, list names, positions, and dates of employment with the State of Washington in an attachment to this form.

4. Is any employee of the Bidder who will perform work under a contract between the Bidder and DSHS a past or current State of Washington employee?

☐ Yes

☐ No

If yes, list names, positions, and dates of employment with the State of Washington in an attachment to this form.

5. I am authorized to bind the Bidder to a contract, or the name and title of the individual who is authorized to bind the Bidder to a contract and who will be signing any contracts between DSHS and the Bidder is:

Name

Title

\_\_\_\_\_

\_\_\_\_\_

## Section E: Public Agencies Only

1. The Bidder is a "public agency" as defined in Section 39.34.020 RCW and is a:

☐ State Agency

☐ Institution of Higher Learning

☐ County

☐ Quasi-Governmental

- ☐ City ☐ Federally Recognized Tribe
- ☐ Public School ☐ Other: \_\_\_\_\_

2. Is any Manager or Employee of the Bidder Public Agency a past or current State of Washington employee?
- ☐ Yes ☐ No

If yes, list names, positions, and dates of employment with the State of Washington in an attachment to this form.

3. Is any employee of the Bidder who will perform work under a contract between the Bidder and DSHS a past or current State of Washington employee?
- ☐ Yes ☐ No

If yes, list names, positions, and dates of employment with the State of Washington in an attachment to this form.

4. I am authorized to bind the Bidder to a contract, or the name and title of the individual who is authorized to bind the Bidder to a contract and who will be signing any contracts between DSHS and the Bidder is:

Name

Title

\_\_\_\_\_

\_\_\_\_\_

## Section F: All Bidders

- By signing below, the Bidder authorizes DSHS to conduct a financial assessment and/or background check of the Bidder if DSHS considers such action necessary or advisable before contracting with the Bidder.
- Under the penalties of perjury of the State of Washington, the undersigned affirms the truthfulness of the statements made herein. The undersigned certifies that the Contractor is now, and shall remain, in compliance with the certifications and assurances contained herein, and agrees that such compliance is a condition precedent to the award and continuation of any related contract(s). The undersigned acknowledges the Bidder's obligation to notify DSHS of any changes in the statements, certifications and assurances made herein.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed or Typed Name

\_\_\_\_\_  
Title

**Exhibit C**  
**Sample Statement of Work**  
**Problem Gambling Education Campaign**  
  
**STATEMENT OF WORK AND BUDGET**

The Contractor, \_\_\_\_\_, shall provide the following services and products:

**Contract Goals:**

- Increase awareness of the risk factors, signs and consequences of problem gambling and how to get help.
- Encourage family members and friends to intervene with problem gamblers who need treatment.
- Increase the number of people who call the Problem Gambling Helpline and enter treatment

**Deliverables**

1. By \_\_\_\_\_, develop a marketing plan to determine the strategic direction of the advertising campaign and its components, and the attitudes toward gambling most likely to lead to behavioral change. Creative concepts and then specific messaging will be thoroughly tested through focus groups, polling and other methods, prior to production.
2. Prepare a research and market analysis report to provide information about market segmentation, most effective media placement, and messaging relative to other problem gambling awareness campaigns (such as the Washington State Lottery's promotion of the gambling helpline). Assess best practices of similar campaigns in other states. This report is due \_\_\_\_\_.
3. Conceptualize, develop, pre-test, produce, and participate in the evaluation of a comprehensive, integrated, social marketing campaign aimed at preventing and reducing problem gambling prevalence among the target audiences specified. The campaign will include customized efforts to reach Washington populations which are disproportionately affected by problem gambling. Begin campaign implementation by \_\_\_\_\_.
4. Subcontract with an independent market research firm to provide pre, interim, and post evaluation to measure the effectiveness of the campaign, areas of focus, and learnings to be applied to future executions.

5. Design additional materials if necessary (such as small posters and newspaper ad layouts) to be used free of charge by DSHS contractors in various parts of the state, especially in the smaller markets which are often underserved by the main, overall campaign.
6. Maintain two current Creative Review Binders for DSHS/DASA reference use.
7. Provide masters of all approved advertising in videocassette, recording cassette, CD and DVD forms to DSHS/DASA for the purpose of archiving and other legal uses.
8. Design, maintain and monitor a system for substantiating facts used in advertising and other communications. Obtain internal legal review of finished advertisements prior to submission to DSHS/DASA for approval. Provide copies of scientific studies, research, and calculations used in advertisements or promotions. Ensure the validity of the facts and consistency of their use.
9. Develop strategies and plans that show the logical progression from one year to the next, such as the progression from very little awareness to increased awareness, to attitude change, to behavior change.
10. Prior to the launch of new campaigns, supply a 2-3 page Fact Sheet on the campaign, including the research findings used, or the rationale behind it, that can be shared with the various contractors and partners around the state

### **Approvals**

DASA must approve all final content for creative materials and marketing plans.

### **Reporting**

- Develop a management and monitoring plan to keep DSHS/DASA apprised of all campaign activities, by \_\_\_\_\_.
- Provide complete documentation for use in preparing reports on the campaign's implementation and outcomes.
- Monthly written reports and budget summaries will be provided by the Contractor and all of its subcontractors, beginning \_\_\_\_\_.
- Reports should include a summary of monthly activities as well as a list of pending jobs and their status, billing estimates, and other details as required by DSHS/DASA staff.

- The Contractor should be prepared to attend telephone status conference calls when requested, and present updates at least quarterly to DSHS/DASA staff in person.
- Contractor shall provide yearly and end-of-contract campaign and evaluation reports detailing dates, locations, media outlet names, total value of media coverage, and research outcomes. Yearly reports are due \_\_\_\_\_. The end of contract report is due \_\_\_\_\_.

**Budget**

Costs for all services and materials shall not exceed \$750,000, from execution of the contract through June 30, 2009.